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>> Hi, welcome, everyone. To our webinar today on four square. We're lucky to have with us Charles Burnbaum, the manager at four square where he focuses on mobile and strategic partnership and in his current role, he helps strategic partnerships get the most out of their foursquare platform and we're fortunate to have with us Jill James, the social media manager at the national archives and she's been doing innovative and creative things for the national archives and records administration at the Federal Government. I think she's been a leader in using foursquare. I would like to -- let me say she has been with the national archives since 2004. And so she's really been on the leading edge of doing these things. We have a couple of announcements that are administrative. One is if you have questions, we will be taking questions at the end. There is a message box that you will find on the right-hand side at the bottom where you can type your questions for the presenters to answer, and we will be sending out an evaluation at the end and would really appreciate it if you would take the time to fill it out. Thank you very much and with that, I will turn yet over to Charles. -- turn it over to Charles.

>> Hey, everyone. Thanks for joining today and thanks, everyone, for your interest in foursquare. I have had the opportunity and pleasure to work with many folks in various U.S. government organizations over the past -- over a year, I guess it's been at this point, and it's really been incredible to see the level of the enthusiasm and interest in what we're building here in New York, and happy to have the opportunity to walk through some of the aspects of our platform that all various aspects of the government could theoretically leverage and utilize. Thanks again for your time. What -- again for your time. What I'm going to do here today is go through a few different things that are quite self-service on our platform. First, we're going to walk through an overview of what is foursquare and how we view ourselves, and then we'll talk about how brands and merchants all over the world are interacting with our users on our platform. Please don't hesitate to jump in with questions. I believe the team that is running the conference is fielding the questions as we go along and I have asked him to -- them to interrupt me if something comes up that needs to be clarified. If there is any words I use that you don't understand because of technical jargon or whatnot. I will try to avoid those. If I don't, please don't hesitate to stop me and we will have time for questions at the end and I look forward to those as well. With that, I will jump in. I hope everyone can see the present a, I believe it was sent out. I will occasionally refer to slide numbers so we can make sure that everyone is on the same people here. Starting with the first slide. This is really just taking a step back and thinking about what is foursquare. A lot of people out there associate our company with the check-in and we were clearly an innovator and location-based applications, and we have been ground for a little over two years and a lot has happened since then. But really, it's a lot more than just checking in and sharing your location with friends. It's about exploring your city. It's about sharing real world experiences and connecting the offline world with the online world, and we're a mobile first company. We have a wonderful website with a rich experience as well that compliments our mobile applications, but we're definitely a mobile-first company and it's about location. It's a social network but not only a social network and we do have many gaming dynamics for those of you on the FBI who used foursquare are familiar, whether it's a cumulating points based on trying new places and having a leaderboard amongst your friends every week or competing on mayorships, the person who checks in to one venue at the -- over a two-month period the most and gets to wear the crown or whether it's unlocking virtual badges tied to unique experiences or accomplishments such as the jet setter badge, which you get for checking into five different airports or the gym rag badge for checking into your gym on 10 different occasions over the course of a month. And that is really a way to augment what you're doing in your day-to-day life and make everything more interesting and more fun. That is what foursquare is about. From a brands perspective and from organization, whether they are for profit or not for profit, there is a lot of

things you can do on foursquare, now that we have a incredibly large and growing, engaged user base that relies on us to procedure their city. It -- to explore their city. It's about discovery. We focus a lot of our efforts and engineering efforts and products development efforts on making cities and areas easier to explore, whether it's surfacing up tips and to dos that can be left by both friends and near friends and using that information to have great experiences all over the world. That is one thing. To encourage great activity. I mentioned that gym badge to do something healthy and get out there and explore your city and also I encourage you to do certain things that shape behavior in the real world. And loyalty. You can use our merchant platform and other tools on the foursquare platform to encourage people to keep coming back to your location or keep coming back to your brand for information that is relevant and that they're opting into in our platform. Moving to the next slide, we are still a very small team here at foursquare. We have had incredible growth over the last two years. Just anecdotally, I joined the team in May of last year, so a little more than a year ago. At the time, we were just under a million users and we had, I think, 18 or 19 employees. Today, as over a year later, we're approaching 80 employees and we're around 11 million users. So, pretty incredible breath, and it's really -- growth, and it's really happened organically. We don't spend money on marketing and all the marketing done on our platform is all pull marketing. We're never pushing things in front of users they're not expecting or wanting. We're venture back, so we're not generating revenue now in the way that we will in the future. We are generating some revenue, but we have raised venture capital from a number of well-established and very trusted investors that are helping us to grow over the next few years before we're ready to support ourselves with our revenue streams. We recently, a couple of months ago, raised \$50 million going to give us some runway to continue to build what we're building and innovate in this location base. The next slide, you will see some of the stats I motioned. More than 10 million people have joined foursquare over the last two years and have generated more than 750 million check-ins in that type. This -- that time. This stat is not just in the U.S., but it's international, a 50/50 split and seeing growth in regions like Japan and Brazil, all over Europe, Southeast Asia and soma as well. -- South America as well and central America. We're seeing pockets of growth and we promote only through partnership. However, that could change in the future as we continue to have more people and have the funding to get more of a global reach. Looking forward to the next slide, we have hear than 500,000 brands retailers, and local penants that have joined foursquare as well in their own rights. So this is the top of the users. These are unique brand and penant accounts, whether it's a brand like The History Channel, the wall Street times or journal, or a chain like Starbucks that claimed 1500 stores or it can be the local merchant that only owns one coffee shop or three coffee shops in a certain region. All of those types of businesses and brands are claiming the perhaps on foursquare to -- foursquare to interact with users in a unique and interesting way that is not possible on other platforms. That is what we here to discuss today. Obviously, I wanted to go through a little bit of in the first slides what, foursquare is about from the user perspective. I'm not sure how many of you out there are users. Hopefully by the end of the call, we will all be. It's incredibly fun and useful, and I would encourage everyone to check it out. It really is about much more than just sharing your location with your friends. That is the beginning. It's all -- if all that happens after you have done that, we would like to say here at foursquare, every check-in counts. We're trying to take all the data users are trust us with and repaka it and give it back in ways that are meaningful and useful and it's exciting to see where we're taking that. Flipping to the next slide from the user's perspective, this is three screen shots of what the mobile application looks like. When you think about foursquare, you should think about it as a mobile application because that is the first and foremost use case that the vast majority of our over 10 million users are interacting with the platform on. On the left, you will see this is when someone is checking out all of the places around them. You will open up the app and say what is near me. You will see how many people are checked in, what the categories of mus and you might be -- mu is and you might be deciding where to go or check in. The middle screen is once you have checked in, we service a lot of information back to you immediately. So, at the top, we'll tell you how many times you have checked in at foursquare at the one like, how many points you have earned with the check-in and you earn points not by going to the same place over and over of day, but by exploring

new points. Here, this person is getting additional points going to the first Korean restaurant and getting an additional point with checking in with their friend Ted the first time in three months. On the bottom, you will see a sense that the leader board is constantly updated on you and your friends and who is going out and exploring and doing new things. You will be surprised how many people enjoy having a friendly competition when they live in the same place or even sharing the information with people in faraway places to feel closer to one another. On the right is a little bit of your profile page on foursquare, and so seeing the history of where you have been, what types of places I go to the most and comparing that with your friends also is another utility and functionality. Going through to the next slide, here, reviewing about how merchants interact with our users. On the left, you will see a special offer, which is really a mobile coupon on our platform. We offer as a service to tenants free of charge, the merchants can claim the menus and offer the specials to foursquare users who are their customers. And in this case, you will see this was the friend special where it was only unlocked if you checked in with four other friends. Five friends checked in and unlocked a special of a free sample of the soda because they're checked in on foursquare. In the middle, you will see our tab, and the future of where we're taking the platform and all the data generated. The floor tab in the middle, if it shows you in the moment what a user can see when they're trying to decide where to go. See, just take a more of an example, I can be standing on the copper in mop and this looks like it was -- in Manhattan, and this looks like it was taken in mid-town. I can say okay, give me all of the night life spots near me. It's going to calculate from a GPS perspective where I am, I will can toggle on the top where I want and want and to suggest things and on the next screen, which is to the right, will show you specific places nearby and what tips your friends have left behind for you at the venues. It's really a robust recommendation engine driven by people that you know and trust and you can see the specific information they left at the venues and you can do it by category and we have a special tab within this view where you see all of the appeals around you. Win this -- within this we also have recently had the daily deal sites likegroupon and living social and guilt city and buy with me among others, offering their inventory through our application, so you will see the deals branded pop up in this view. The next slide talks about the different metforms. Y with here at foursquare, the offices in Manhattan here and the east village and we have a small team. We have one dedicated team focused on the iphone and builds for the OIS platform and a team working on the android platform and the blackberry platform. Those are three native applications that keep in line with one another. When we come out with new functionality, those are the three platforms that will get the features as soon as we can. We have also partnered with Nokia and Microsoft and other third parties out there in the world that have built other foursquare applications using our API, which is our programming interface we up to the world to build applications on top of our data. There are other applications and we have SMS solutions and a simple mobile web solution for people who don't run smartphone applications. The rich experience is designed for a smartphone and typically you will see our growth in regions where smartphone penetration is picking up a bit. I think before I jump into the merchant platform, maybe I can stop and take a couple of questions on what I have talked about see far. If you have any.

>> Yes, the first question is: How can we use foursquare to engage users who do not --

>> I'm sorry, I messed the end of that. It broke -- missed the end of that. It broke up a little bit.

>> How can we use foursquare to engage users who do not use smartphones? Uh-huh. I think that question might have come in of about I got to the last slide. We have solutions for SMS and just the mobile web. And users can check in. But I would say it is a challenge and some of the most interesting aspects of our applications are not accessible via non-smartphones. How far, a lot of users spend a lot of time on our website. It has a lot of functionality and used case where brands can lybehind tips and other information for us oners that is intended -- for other users and is intended to be at the moment and on location after this. I will speak to this on a few slides. More generally, it is more intended for smartphone users. We antis pat that the smartphone peppy trig is going to accelerate in all regions, especially with the proliferation of android devices that are becoming more affordable all over the world.

>> Thank you, Charles. We have another. What has been the largest super swarm foursquare has recorded?

>> That is a great question. I think one of the largest ones was in Washington, D.C., when we did a partnership with Comedy Central and Jon Stewart and Stephen Colbert. I believe there was over 10,000 people checked in at the same location, and they unlocked a badge. I also did an interesting partnership with BlackBerry in Indonesia back in January or February. I believe it was January, where they held a swarm event and it was a concert with musicians in Jakarta at a big arena, and I think we had 3,000 people checked in and up locking that badge that day in Indonesia, which was an exciting campaign and it was a branded experience that we did a unique offering.

>> Thank you. That is all the questions we have for right now.

>> Okay. Great. So the next session is going to speak to the merchant platform. This is the app of the platform designed for people who have physical locations. Really, any place that you -- physical locations. Really, any place you can walk into and enter and interact with someone who is a -- interact with someone who is a business owner, whether it's a retail store, coffee shop, restaurant or bar, anything to that, picture can utilize the platform. What you see on the first slide is the benefits of claiming your venue on foursquare. Every venue on our system is user-generated and, for example, I might go on the corner today and check in to the new coffee shop that opened today. They may not have set up on foursquare yet but I will be able to check in anyway. As a user, I can say the venue is on the system and add it on the spot. What we allow merchants to do is claim on the merchants to do is claim the venue. We allow that via phone or regular snail mail or through our customer service group that handles the people who can't do one of those two methods. Once your venue is claimed, you're allowed to manage your public-facing presence on foursquare so edit the details, maybe the users that put the name in wrong or address or website. You want to add a description or how it's showing up on the Google map. You can access your venue statistics, which I will show on the next slide, and you can offer foursquare specials, which we saw what they looked like on the slide. There are many types of foursquare specials that you can utilize. On the bottom of the slide, you will see the specials we offer to run the gamut from using them for first customer acquisition to retention and only rewarding the mayor, the person who checks in the most. You can do a newly special -- do a newly special for someone checking in the first time and they can't get that again, or you can do a loyalty special, which would be every five check-ins you get 10% off your latte, what Jeff it might be. And -- whatever that might be. That is our merchant platform in a nutshell and to the next slide, this is the analytic dashboard, a little bit of an older version. This slide deck is a few weeks old and things changed frequently here, and this is a version of what you see when you claim the venues. You will see the percentage of users who checked in and support those to Twitter and Facebook. You will see the time breakdown on when things are happening at the vantage point on you. You will see the male-female breakdown and age breakdown. Operate pretty powerful -- pretty powerful stuff. This is available to that coffee shop down the street and to Starbucks that might have a thousand users on them and can aggregate them. Looking forward to the next, this is part of what you see when you're creating that special. You will see a menu of types of specials that you can access and utilize and that is a stealth service platform. Once we verified the claim, it's all self-service and a team that approves the venue specials. Once approved, you can activate them and set them live immediately on the application and users all over the world can see that. On the next slide, you will see what a special looks like to a user or their iPhone. On the right is what a lock special looks like, and that is grayed out this will be the person has satisfied the criteria for unlocking -- criteria for unlocking that. This person sees that and they're viewing what it's going to be. Until they unlock it, it will be locked and not time and date stamped to be redeemed. That is a little bit of an overview on the foursquare merchant platform. I tried to keep it brief. I don't know if that is going to be as relevant to this crowd as the next section, which is more designed for people that don't necessarily have physical locations where people are checking into. Once again, why don't I pause quickly to answer any questions on the merchant platform.

>> Hi, Charles, before you begin, we have one more question.

>> Sure.

>> Is it correct that admins can add tips, et cetera, via the web and not via the smartphone? Do place owners have to set it up or do admins have to use their presence via phone? That is a great question. We, we think that it's clearly more relevant for an admen to do it from their -- admin to do it from their desktop and that is done via the web. Obviously you can use your mobile web to do these things but administration of the venue, once you are the manager of that venue, there, first of all, there can be multiple managers. If you have three business partnerships, you can have accounts -- partners and you can have accounts and that is done on the web. You can have tips and specials on the computer and do it from thousands of miles away. Doesn't need to be done from the phone.

>> Thank you. And how big of an issue has validating vendors or switching from a customer claiming to a vendor been?

>> It's been a challenge more because we were a very small organization when people started to really want to use our platform. Last summer, I can honestly admit that we were scrambling to keep up with the level of interest that penants had to enter act with the users. We built out our too error error a bit and -- our team a bit and we rarely have issues around claiming venues. Oftentimes people can't be at a phone or issues, ole school mail the way they used to, so they will e-mail us and we'll have to claim them in a different way and verify them more man -- verify them more manually. That is not an issue at all, validating people has been pretty seamless.

>> Thank you, Charles.

>> Okay. So the next section is what we call foursquare pages and those are brand pages for all brands and organizations out there in the world, whether or not they have a physical location. They can create a presence and solicit followers on foursquare and leave behind location-based tips. This is going to be relevant to everyone on the call because there is no limit to what types of organizations can do this and everything that we're talking about here is free of charge. None of this cost-of-thing -- costs a thing and we at foursquare believe that the more great brands and organizations that are on the platform and leaving great information behind for our users, the better it is for the platform and for user engage met and that is why we facilitate all of these things. Just last week, this process became self-service and now you can go on the website and create a page. On foursquare, which is exciting and you can do all of this when you go to foursquareicon/pages and that will be something that we'll instruct you on how to go about this. Flipping through the first slide, you will see an example and here I have used the History Channel as an example. I think it's a wonderful use case for our platform. The history chapel doesn't -- history channel doesn't own retail stores or coffee shops or anything to that effect, however, they're clearly filled with information that we love to get from them. Viewers of their show are people who understand they have a wealth of information and would like to get that in a moment when you check into a historical location. This is a campaign they did in and around London and they left location-based information behind for users all over the city. This this case, they have gone as far as to work with us to do a partner badge where if you check into a few of the locations and follow them on foursquare, they pay us a fee to have this unlocked by users as a permanent aspect of their profile just like the gym rat bam or -- rat badge or other badges. This location-based tips like we mentioned before k be left from the pc at any have an use. You don't need to be the owner of the venue to leave a tip. I as a user, Charles, can leave a -- I can leave a tip at the tower of London myself, and I can say, you know, make sure not to come between the hours of 9:00 a.m. and 11 a.m. I waited in a one-our line. My friend might be nearby and sos that tip and decides to come later. 800 other people may have left tips there as well, but if you are my friend and I left that tip behind, that gets pushed within the check-in the way that you see on the right side of the screen here. It's a tip that is pushed, whatever push notification system your phone has is now also surfaced up within the post check-in screen and the application. And it's surfaced up among all of the tips at the venue. That same interaction occurs between a brand and a follower of that brand on foursquare. This this case, if I were to follow the history channel and check into the tower of London, I would get their tip saying from 12:35, 18:35, the Monarch's personal zoo was kept at the tower, blah, blah, blah, and that information is very relevant to me to read when ohmat the tower of London. May not be relevant while I'm here in New York and have no plans to any to London, and that is why this is a platform for leaving information-based brands. We have thousands of brand peoples created -- created on foursquare and Jill, I think,

is going to speak to the way some government organizations have used that already. And we can, I'm always here to answer any questions anyone has, and my information was at the beginning of the presentation if you want to run out and this is a great use, I think, for a non-profit organization. So, I, I think I'm going to keep going before we stop for questions. I am going to speak to the other things about our platform and the final leg of the stool for this presentation is our developer platform. We support a lot of time and energy here at foursquare making our API or application programming interface very, very useful and robust for developers all over the world to build applications on top of our data. Whether that be data visualization or having functionality in your own app or whether that -- app, or whether that is using our own data base and keeping up to us on our behalf. A lot of people are using foursquare as the location-based platform to build their own data and applications off of. And looking forward, the API, I just mentioned these, I think I'm going to flip through the next slide. We have over 10,000 registered developers who filled applications off of our data. You can create things on our platform using our API to, of course, read and write and we have very thorough resources on our website at developer.foursquare.com this give all the theme people the documentation they need to quickly add the physical to the website and application. So you will see on the next slide, Nokia and Microsoft have developed their own foursquare applications using our API. We at foursquare actually built our own applications, the iPhone Android and applications using the same API we use for everyone else. You can build very robust data streams off of our data. We obviously protect all of the user privacy information and that is something that is sacred here in foursquare and we do nothing to compromise that ever. Anonymously, once the user has given authorization to whatever platform it might be, then -- platform it might be, then the platform comes to life once they put in the user name and password. On the next slide, slide 21, you will see that other applications such as Zagat and Instagram and Foodspotting are using foursquare to power their app, whether it's allowing people to check in without having to leave the application or leave tips behind for this and add it as a to do on their foursquare. They see something to eat later or using our have an use data base to add a location to a picture and a case of Instagram. If you go to the next slide, the "Wall Street Journal," I think, is a great case of using our data for incredible visualization. They layered heat maps on top of San Francisco and New York and published these on the "Wall Street Journal" website over the course of a week. As an example, you can see when there was a baseball game being played. There was a lot of hot over the Bronx in New York and during the day, Wall Street would heat up and at night, you see the traffic of everyone making their way home and going out to dinner and that is incredible to watch human behavior interact in this way and technology comes to life and connecting offline worlds and the online world. This American Express slide also speaks to some of the other ways that we're moving the platform through partnership and through the API. We now allow to you link your American Express -- link your American Express card with your foursquare account. Once you have done that, the redemption is seamless. Once we show you the mobile coupon -- coupon showing up on your android, or what if it mob, you have to show the waiter the coupon to redeem the special. Now we have specials in the world with mesh Express that are -- with American Express that are only available to the user when they authenticated the accounts on the American Express website. And once you get to the retail store, they're available at HMM AND DUNKIN DONUTS AND OTHERS. FOR EXAMPLE, DUNKIN DONUTS, IF YOU SPEND \$10 AND CHECK IN ON FOURSQUARE AND PAY WITH YOUR AMERICAN EXPRESS, YOU WILL HAVE AN OPTION ON YOUR FOURSQUARE ACCOUNT TO LOAD A \$2 DISCOUNT TO THE STATEMENT THAT WILL BE DEDUCTED WITHOUT EVER HAVING TO SHOW A MOBILE -- AND WE KNOW THAT YOU'RE THERE, AMERICAN EXPRESS VERIFIED THAT YOU'RE THERE and all the information is in the system to give you that. We're in a position here, of course, we're going to close the loop and allow people to reward customers without any paper or human interaction. We have done a similar thing with Starwood. You can link your Starwood account to your foursquare account and earn additional points. They give 250 bonus points and chances for other great prizes for checking in on foursquare literally and virtually. We have also done interacts around our add to foursquare button, which is on the web and people can see something they want to purchase or a place they want to go and you can literally, with one click of the button, when authorized on the computer, to add that to your to do list on foursquare to be reminded the next time you are at that location on what you want to

purchase or where you want to go. With that, that is the end of my presentation. My contact information, again, is on the final slide. I thank you very much for your attention and your time and I, I know it's a little bit complicated sometimes to understand all that is possible on the foursquare platform but at the same time, we're excited because there is so much possible and we love to hear all of the ideas that people have out. There is -- there is something not in this presentation and you would love to add, please don't hesitate. There are all ways we can build for the future. I will stop there and take any questions.

>> Well, Charles, in the interest of time, what we're going to do is go ahead and kick it off to Jill and after Jill's presentation, we'll do Q&A for the both of you.

>> Signs good.

>> With that said, Jill? Okay.

>> Hi, so again, I'm Jill James, I coordinate social media at the national archives and I am happy to have a chance to speak with you today. All right. Only making sure my slides are up here. I think we're all set. I am going to talk about how the national archives is using foursquare and we were one of the first Federal Government agencies to join foursquare and start a brand page and begin using it. I think in the interest of time, I will take questions at the end. And if you have questions for Charles as well I'll address that as well. So, light see. My slide -- there it is. I wanted to fill you in more on the national archives, what we're doing and why that made sense for us. The national archives is the nation's record keeper and to keep the Federal Government's records of enduring value. We have copies of the constitution, the declaration of independence, the bill of rights. We have the one and only original copies of those and one of the copies of the magna carta that is on loan to us. Anesthesia -- on loan to us. These are in display in D.C. and we have locations nationwide from Alaska to Atlanta and that also includes presidential libraries. The FDR library, the JFK library and George Bush library in Texas are part of the network. We have the locations and thought that this might be a good time to use our physical presence around the country and tap into a network. We have a lot of digital copies online like this digitized copy of the declaration here, and we have more than 150,000 digital copies and it's growing all the time. So, we have the -- [Indiscernible] At the national archives, we use social media to share our historical documents and encourage people to visit us online and in person. Part of that is promoting the education we have a social media strategy that is coordinated with Nara's strategic plan and online -- strategic plan and the online web plan and the strategy and Nara's mission. Part of that strategy we have incorporated using new technology and networks to engage with potential visitors, researchers, citizens and archivists and that is the term we use for folks who may engage in research and share the fruits of that research, either in terms of the stories they discover or digitizing the documents themselves with crowdsourcing the digitization or tagging of documents and that is the highest level of engagement we have with citizens and that is what our goal is, what we're working toward. And tools like foursquare allow us to reach the potential visitors and to come up with ways that we're going to explore later to reward our researchers and repeat visitors. By using a social network where people are engaged and you're participating, foursquare has many users worldwide and in a lot of metropolitan areas, and it's continuing to grow. We thought that was -- to try to get our feet wet with a social mobile network and experiment with how we could use it and see what the potential would be for the national archives to reach out to citizens that wait. So, Charles earlier on, had brought up the explorer tab and where you can save tips and other things that way. We think that the national archives has a lot to offer and to enhance the user experience on foursquare, for people -- [Indiscernible]

>> We have a lot of just interesting, you know, fun facts and things to share that can be surprising. Our goal is to reach new users who are using the explorer tabs and following the different brands like the national archives. And so the national archives, the strategy we took was to set up two foursquare pages. The first one we have is on your national archives page and that is our general page, and we, when you land on that page on the web, you so tips that we have left at various places across the country. We don't leave tips only at our locations but at other points of interest and historical sites and other locations that might be high traffic and draw in

users that way and people can follow us and sort of the DR fans and on our main page -- main page, we have about 5,000 fans right now from all over the world. This here that I'm bringing up now is our second foursquare page and it's if our presidential libraries and that page has been successful and has, the last time I checked, 6600 fans. Again, worldwide and we decided to have the two separate pages because it was not so easy -- pages because it was not so easy for us to separate by theme and thought people mean interested in the perhaps and walking in the footsteps of the President by having this be a separate page that people could follow and get to. Talking about tips, I'm going to talk about who what some of the strategy that we implemented at the national afternoon eves and how we have approached, leaving tips at different places. Again, I mentioned that we don't own lemonade, we make that on our own. So issue one of the popes has been to organize the coffee around geography and we lawned the tips for Washington, D.C., Kansas City, and Philadelphia. And we, right now, started launching some tips for New York City and we think we have launched about a dozen so far, and we're going to be rolling out about 100 to 1 pet tips for New York the few months and think with the larger base of four-square plants and New York City and map, we'll -- home, we'll be able to draw in a lot of people and to expose them to the national archives a about the and see we have been pout -- putting the tips at well-known places and some smaller, less expected places where our kids may also be more prominent there. And we also have spirited with -- experimented doing tips with on-theme splurge on our page. In April, we have been working with the E.P.A. as part of the environmental awareness month. We did tips and did one 10 a day for the doc America project, which the E.P.A. hosted, sponsored photographers to take pictures of the country and state the environment in the sevens. There are 15,000 photographs the national arch of's digitized and preserve sped some this doc America project and we already had them tagged and used that information to leave tips on four square like places like waikiki beach and you can see what it looks like from the vintage photos in the '7s on doc America. This is an example here and America koviak on my team did a great job and doing these ones around the country. And in June, we launched a brand new exhibit at our D.C. location called what is cooking, uncle Sam and it ties into food culture and the government's involvement in food and the politics around food and what is on our plate, and we thought it would be great to use some of the interesting documents that were tied to locations to leave tips of those places to draw pop in and interest them in our exhibit and share some things we had to share, cool things like the queen of England's scene recipe and see we left a 10, you know. -- a tip, you know, at buckingham pell etand some of the governments had recipes and we shared them based on the likes relevant to the Presidents and their wives. They thought they were fascinating. So here on this slide, I am showing again we're often trying to share the dowels and see we use the more info and sometimes it comes up as read more link there that shows up at the end of the tip and we link back to our dot gov site and share them from our online catalog. Something else that is now that we rolled out in our prototype if our online catalog is tagging and users can fashion photographs by logging into our system. They may be inspired to do that, based on the experience that they're there. That is relevant, then. Because of the like and the time that they're there right now. And then I motioned before we have these page -- mentioned before we have those pages and based around different themes and judgeo graphical projects, but we -- geographical projects and we do have likes around the country. This is the like place for RDC building and we have the regionals at the pier and we have cleaned those unused. The stat's related to that and leave tips for our user at those places and this is just an example of that. So, the national archives is a bit of a hybrid in that we interests in our venues and right now, we have spermed with one check-in special in April. We offered a special related to a genealogy fair that we hosted, that was the big annual genealogy fair and the special was active for that month and 11 people unlocked it and one hypotheses for why it was not unlocked more was maybe that cell phone reception is still not the best in the shop because the shop is under ground. And so -- it's below ground. We're going still sperm with that and -- still experiment with that and may do more, again, we talked about the an i'ves and ways to reward mayors or people with repeat check-ins. Some people come and do work at the arch I was. Will.

>> we're looking -- wonder able to offer our special through the support from the foundation for the national archives who supports those keeps of things and then here is a glimpse of the admin view that we have and Charles had also shown under

the hood a little bit as well to give you an idea the difference stats and things you can access. Don't get him like that. Very respect elf and you can only access information that people are choosing to make public. In to, that our policies, the national -- in addition to that, our national archives, similar to what is done with facebook, we may capture information about the number of users and different interacts and -- interactions and tips that are interesting in our have an uses. In general, we're not looking at it. We're very respectfully of people's privacy and something else I wanted to me just whole I was taking a okay at this ending of this is four squares in continues and I have seen the admen tools and stats. What we're doing is a will experimental with this at the national archives and with things like specials, we're look at ways to measure engage metas part of our statistical reporting for upper management, et cetera, and I have a great team at the national archives who do a wonderful job of helping us coordinate these projects and those tip procorrects and initiatives -- projects and initiatives and coming up with good idea. I know you have Mary krovciak on my team and work closely with Jeannie chen and and who work with the subject matters around the country and to help come up with some really fascinating tips and help is crucial. If you're thinking about tips that your agency could leave, you definite I want to think about tapping into the subject matter experts who really know the gems and the cool things to offer and that valuable information you can provide. That is going to be value-added and be rewarding to the people who are choosing to follow you.

>> Unfortunately.

>> And we, something that has in up before, some of it can be tricky to find a brand on foursquare and we have a landing page on our social media directory on there, on our archives.gov. We wanted to make it easy for a newby and where to fine us. We provide links to our peoples and describe how they can combined us on there. There is a way to sort us, just explore and discover. Yet mean tricky for them to understand how -- might be tricky to understand how to follow and we're going to try to assist our viewers who might be new to foursquare but are interested in the national archives and I want to tap into that purpose. That is what we offer.

>> That covers the five this I had and hopefully that leaves us a little bit of time for questions that I am happy to answering you know, anything to share and experience then. -- then. I wanted to thank you for listening today and to thank the folks from the university who helped coordinate this. Okay, thank you. well, thank you, Jill. That was a fascinating presentation. Actually my first question is for you.

>> Uh-huh.

>> The question is, Jill, are the national archives team panning to do more collaboration with other -- planning to do more collaboration with the other agencies?

>> We're interested in that and I always think that the initial archives is unique because we have a history and the records of all of the different agencies, so, I don't think there -- I think there is a way for us to collaborate with almost every agency. We're interested in that. I mentioned the warn we were working on with epa and we're rot new exploring with the state department ways to tap into global different groups of foursquare users that my heated related trips relate to then and that country.

>> and then Danisha, there is a significant group of foursquare followers and we're inventive to more of that.

>> Thank you. Also, Jill.

>> Uh-huh.

>> Learn from their users, how has it modified your social media strategy since the beginning in.

>> That is a good question. I think that key have -- we have been interested to see what tips people leave at our ven on yous and see what -- have an uses and see what sort of information they feel is relevant to offer to people. It's sort of continually shaping our thoughts about how to make spaces like that, you know, welcoming and available to our users. Not only through the sort of mobile devices and communities that were participating but also on our own .gov site and in ways won't to continue to open up and more socialize that experience on our site. Thanks.

>> Thank you. The next question is for Charles. Do people have to have personal accounts or can they have institutional accounts if they are placed admins?

Facebook, for example, requires personal accounts to be an admin for their pages. Does foursquare allow a multiple account?

>> Great question. Before I answer that, Jill, you may have to come work here. That was an incredible presentation.

>> And it's been a pleasure to work with you and your team overtime. And that is something to thank you for. With such great information that I follow those pages myself and I look forward to going that information -- forward to getting that information when I check in to relevant -- check in to relevant places. Thank you, and I'm happy to help someone else set up program over time. This is great for foursquare and our users and that is all we care about, so. To answer the question about accounts, we allow you to create corporate accounts so you can -- corporate accounts for to you share among your team and we see digital media agencies and other agencies out there doing so on behalf of client when they give us permission to do so, and we make it an option on who you want to make the manager of the venue public. So you can use a personal account and manage it and keep that as private and not public facing on the platform, or you can create a separate account such as the NARA account like Jill would have done and reputable people can have the log-in information to make changes and test themselves. The answer is yes, we do allow it. The only thing that is restricted is that when you create a brand page on foursquare, it's a subdomain on foursquare.com. So foursquare.com/, I believe -- Jill, what was your URL again? Ours is foursquare.com/usnet.archives.

>> In that case, they needed to have that twitter handle that to make and needed to control U.S. archives to have that foursquare. We want to avoid that land grab on our platform and that would be the only restriction to the platform in -- restriction to the platform in terms of user accounts. You can have as many accounts as you want managing a specific press. There was something I was going to add related to working together as a team. I'm sorry, I would like to just jump in there is that we also, to engage the subject matter experts and not necessarily need them to be, you know, logging in on the admin side of foursquare. We do a lot of the prep work, drafting, types, et cetera. We need the address for the -- that we're going to lead to and the wording for the tip itself. We use excel to do that and organize the information and later on, folks who have admin access can add the tips and have it really organized. Thank you. Charles, what tips do you have for the best way for government agencies to have a presence on foursquare?

>> I think that if there are physical buildings, the immediate thing that everyone should do is to claim the venues, create an account to be shared amongst the team and claim them on four square. Go to fourair.com/isna to do that. That is very straightforward and you can do it over the phone. Once you claim the vantage point uses, you can play around with you and the analytics and clone up how they're rendering on the platform. Judge there is no cost but little time to do that. Then you can take that information and say hey, look, there are people checking in on four square. We might as well enter act with them. It's -- it's free and a way to show the work utilizing the next cutting-edge media social tools out there and those are might be will applications that are fun for the user to engage with and I would say claim the vantage point uses if you have physical locations. If not, set up a brand point of impact and that that will be published immediately and not found in the pain gallery until there are five steps that you left behind on that platform? That is how we're controlling that for now. Really, taking those two steps to create the venue and to leave behind tips, whether they're upcoming events or information about the historical facts like the history channel and presidential libraries and the national archives are doing. It's endless what you can do and I encourage everyone to be creative.

>> Thank you. Is claiming a venue free and if someone was interested in, let's say, making a venue for a state fair booth, can they set up a temporary venue?

>> Yes. The answer is yes to both. Everything we talked about and everything jam's -- July's talked about is -- Jill's talked about is free. The only cost is the time why takes to cure at your presence and create good tips if Jill and her team have not put such great information. They won't have 11,000, dwell thousand combined followers because users would follow them. That infora would not be relevant or useful. It doesn't claim any venues. And the time to put specials, monitor those campaigns and make sure the data is not failed and you're going to get a great traction out of it. It does take some promotion because we're not a very marketing-heavy platform. -- platform. Everything is user-generated and pulled.

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we're not going to push deals in front of the user, unless we think you're thinking it out and that is one of the aspects that allowed us to grow quickly. There is no cost but on the emotional side there is if you want to get the cost out of it and make sure the work gets reached that you're putting into foursquare bow all of the -- by all of the users.

>> Jill, roars implicate -- records implicate the foursquare use?

>> That is a good question. I all get records questions, about the archives and I have a background as an archivist even though I work on social media these days. The these are not scheduled; however, you know, my official assess -- initial assessment of this is it's not necessarily copthen the that -- content that will end up being a record copy. The tips are a sort of different access way of finding those records that we have in the catalog and those sorts of things. They're not scheduled at this point and that is a different angle of it. I think because of the API, there are essential ways to snag your data and if you do feel the need to do that. And so, it's something that we have been talking, our records managers about as a national archives. Again, these are not scheduled. It's a good question.

>> Thank you, Jill. well, we're coming close to the end, so I would like to say any questions that we did not get to, we will try to get you answers to your questions within the next couple of days. with that said, I would like to thank the time -- take the time to really thank Jill James of the national archives record administration and Charles birnbaum of foursquare for this enlightening and inciteful presentation. were very glad to have you present for us. we would like to have you say that we gave you a link to take our survey. Please take time to fill yet out. Your input is very important to us. The university has a voucher program. If you're on interested, please e-mail us at webmarkuniversity@gsa.gov. Again, thank you, Jill, thank you, and everyone have a pleasant afternoon. Bye. [event concluded]